

Message Text

UNCLASSIFIED

PAGE 01 STATE 145399

12

ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66615

DRAFTED BY COM/OIM/SAD/RGOOTENBERG/DCG

APPROVED BY EB/OCA/REP:MWDONOVAN

COM/OIM/SAD/252/LCCOZART

COM/OIM/JANZ/TWELCH

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R 051956Z JUL 74

FM SECSTATE WASHDC

TO AMCONSUL OSAKA KOBE

INFO AMEMBASSY TOKYO

UNCLAS STATE 145399

E.O. 11652:N/A

TAGS: BEXP, JA

SUBJECT: DAIMARU IN-STORE PROMOTION

REF: A. OSAKA-KOBE 431; TOKYO 7747

1. WE CONTACTED DAIMARU N.Y. OFFICE AND SENDING IT LIST
U.S. CONSUMER GOODS SUPPLIERS.

2. RE FINANCIAL SUPPORT OF PROMOTION, IS NOW POSSIBLE
TO INCREASE USG COMMITMENT TO DAIMARU IN FY 1975 FROM
DOLS 17,500 TO DOLS 25,000 BASED ON DAIMARU'S PROPOSED
INCREMENTAL PURCHASES OF OVER 1 MILLION DOLLARS.
ADDITIONAL BUDGET BECOMES AVAILABLE BECAUSE WITHDRAWAL OF TOKYU
DEPARTMENT STORE TOKYO PROMOTION FROM FY 1975 SCHEDUL
REFTEL B.

3. POSSIBLE ALSO TO OFFER HANKYU ADDITIONAL SALES
PROMOTION ASSISTANCE UP TO DOLS 25,000 ON ASSUMPTION HANKYU
PREPARED TO PURCHASE MORE THAN DOLS 450 THOUSAND IT
ORIGINALLY CONTEMPLATED.
SISCO

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE145399
Document Source: CORE
Document Unique ID: 00
Drafter: OIM/SAD/RGOOTENBERG/DCG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740179-0905
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740772/aaaacjkv.tel
Line Count: 52
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. OSAKA-KOBE 431; TOKYO 7747
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 30 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 AUG 2002 by ThomasVJ>; APPROVED <15 JAN 2003 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DAIMARU IN-STORE PROMOTION
TAGS: BEXP, JA
To: OSAKA KOBE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005